

## Graphic Arts/Desktop Publishing (10.0303)

Cross-reference to Show-Me standards (main report)

Measurable Learner Objective and Task Statement	Knowledge (Content)	Performance (Goals)	National Standards (National Standards for Business Education)
<b>A. Discuss introductory concepts</b>			
1. Define terms related to graphic arts/desktop publishing	CA1	2.1	IT.V.A.2.2
2. Explain copyright issues related to graphic arts/desktop publishing (e.g., legal, ethical)	SS6	4.4	IT.VII.A.1.5
3. Demonstrate sensitivity to bias (e.g., culture, gender, age)	CA7	4.2	CO.I.C.3.3
4. Manage electronic files (e.g., storage, naming files, retrieval)	CA4	1.8	IT.III.A.1.2
5. Identify careers/self-employment opportunities in graphic arts/desktop publishing	CA3	1.2	CD.II.A.4.1
6. Exhibit leadership skills through a student organization (e.g., FBLA, PBL)	SS6	4.3, 4.6	CO.VI.A.4.5
7. Plan a preliminary layout for a publication using manual or digital tools	CA1	2.7	CO.I.C.2.1
8. Develop a work schedule to meet deadlines	SS4	4.5	CD.III.A.3.3
9. Use correct grammar, punctuation, and spelling	CA1	2.2	C.I.C.2.2
10. Apply standard proofreaders' marks in editing copy	CA1	2.2	C.I.C.2.6
<b>B. Perform publication set-up</b>			
1. Set gutter margins	CA1	2.1	CO.III.A.3.7
2. Set double-sided facing pages	CA1	2.1	CO.III.A.3.7
3. Set margins	CA1	2.1	CO.III.A.3.7

**Measurable Learner Objectives (MLO) are in bold font.**

### Show-Me Standards Key

CA = Communication Arts      SS = Social Studies  
 MA = Math      SC = Science  
 HP = Health/Physical Education      FA = Fine Arts

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4. Specify number of pages per document	CA1	2.1	CO.III.A.3.7
5. Create master pages	CA1	2.1	CO.III.A.3.7
6. Create templates, taking into account typographic concepts (e.g., leading, page justification)	CA1	2.1	CO.III.A.3.7
7. Modify templates	CA1	2.2	IT.V.A.4.3
8. Create columns	CA1	2.1	CO.III.A.3.7
9. Use editing tools (e.g., copy, cut, paste)	CA1	1.4	CO.I.C.3.5
<b>C. Demonstrate typography concepts</b>			
1. Create a text frame	CA1	1.8	CO.III.A.3.7
2. Compose text (e.g., headings, captions, body text)	CA4	2.1	IT.VI.A.2.2
3. Import text files and other word processing documents into publications	CA5	1.4	CO.III.A.3.7
4. Access fonts (e.g., download, unzip, install)	CA5	2.7	IT.III.A.3.4
5. Apply font size guidelines	CA5	2.1	CO.III.A.3.7
6. Measure type in points, picas, inches, and centimeters	MA2	1.6	CO.III.A.3.7
7. Manage a font library	CA5	1.8	IT.III.A.3.4
8. Adjust typography attributes (e.g., bold, italic, underline, reverse)	CA5	2.1	CO.III.A.3.7

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9. Apply character and word spacing (e.g., kerning, tracking and leading)	CA5	2.1	CO.III.A.3.7
10. Explain the usage of font types (e.g., serif, sans serif, decorative)	CA5	2.1	CO.III.A.3.7
11. Manipulate text features and formats (e.g., wordwrap, hyphenations, drop cap, color, gradient, text path)	CA5	2.2	CO.III.A.3.7
12. Apply tabs and indents in text frames	CA5	2.2	CO.III.A.3.7
13. Apply proofreading and editing techniques to graphic arts/desktop publishing files	CA1	2.2	CO.I.C.3.4-6
14. Apply widow and orphan protection	CA1	2.2	CO.III.A.3.7
<b>D. Manage images appropriately</b>			
1. Use a digital camera to acquire appropriate resolution images (e.g., portrait, landscape, moving objects)	FA1	2.7	CO.III.A.3.7
2. Use a scanner to digitize images with appropriate resolution for intended use	FA1	2.7	CO.III.A.3.7
3. Import files from a digital camera	CA5	2.7	CO.III.A.3.7
4. Import images from various sources (e.g., software-specific library, other applications, Internet)	CA5	2.7	IT.V.A.4.7
5. Create images	FA1	2.5	CO.III.A.3.7
6. Edit images (e.g., color, filter, tint, contrast, watermark, brightness)	FA1	1.8	CO.III.A.3.7
7. Apply image modes (e.g., convert RGB, CMYK, grayscale)	FA1	1.8	CO.III.A.3.7
8. Manipulate images (e.g., mask, resize, crop, scale, rotate, group/ungroup)	FA1	1.8	CO.III.A.3.7

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9. Create original drawings in illustration software	FA1	2.5	CO.III.A.3.7
10. Determine appropriate image file formats (e.g., bmp, tiff, jpeg, gif, pict, eps)	FA4	1.4	CO.III.A.3.7
11. Apply appropriate resolution settings for intended use of image	FA1	1.8	CO.III.A.3.7
12. Describe the impact different colors have on an audience (e.g., meaning, setting, mood)	FA4	2.2	CO.I.C.3.7
13. Select color scheme	FA4	1.8	CO.I.C.3.7
14. Select appropriate ink colors (e.g., Pantone, PMS)	FA4	2.7	CO.III.A.3.7
15. Adjust color	FA1	1.8	CO.III.A.3.7
<b>E. Demonstrate design concepts</b>			
1. Plan the proper use of white space	FA1	1.8	CO.III.A.3.7
2. Apply the proper use of color	FA4	2.2	CO.III.A.3.7
3. Create an effective focal point (e.g., primary, secondary)	FA1	2.1	CO.I.C.3.7
4. Create appropriate headlines	CA1	2.1	CO.I.C.3.7
5. Position captions	CA4	2.1	CO.III.A.3.7
6. Apply design principles (e.g., movement, balance, symmetry)	FA1	2.1	CO.I.C.3.7
7. Prepare a budget for a graphic arts/desktop publishing project	MA1, SS4	3.8	CP.VI.D.2.2

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8. Apply layering techniques in publications	CA5	2.1	CO.III.A.3.7
9. Match the design to the appropriate audience	CA7	2.3	CO.I.C.3.7
<b>F. Perform print process</b>			
1. Describe the purpose and process of color separation	FA1	1.10	IT.V.A.3.5
2. Use print preview or WYSISYG layout before printing	FA1, CA5	2.7	IT.V.A.3.2
3. Select an appropriate printer (e.g., network, application)	FA1, CA5	2.7	IT.II.A.1.1
4. Select appropriate printer attributes (e.g., duplexing, tray size, paper size)	FA1	2.7	IT.II.A.1.1
5. Perform color separation	FA1	2.7	IT.V.A.3.3
6. Convert desktop publication to format for Web posting (e.g., PDF, HTML)	CA5	2.7	IT.XII.A.2.2
7. Investigate specifications required by various print houses	CA3	1.2, 1.4	MGT.XI.C.3.1

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<b>G. Develop a portfolio</b>			
1. Explain ways portfolios can be used	CA6	1.6	CD.V.B.3.3
2. Create a resume highlighting graphic arts/desktop publishing and related skills	CA7	2.6	CO.IV.C.3.4
3. Select sample projects to show graphic arts/desktop publishing concepts mastered	CA6	2.5	CD.V.B.1.2
4. Explain the reasons for selecting the sample projects in the portfolio	CA6	4.1	CD.V.B.2.1
5. Arrange a selection of sample projects into professional presentation	CA5	4.8	CD.V.B.3.4

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